

CONTRACT

KMBC
6455 Winchester Ave
Kansas City, MO 64133-6409
(816)221-9999

www.kmbc.com

And:

Media Strategies & Research
1580 Lincoln Street
Suite 510
Denver, CO 80203

<u>Contract / Revision</u> 926328 /		<u>Alt Order #</u>
<u>Product</u> OCT. 9 - OCT. 15, 2012		
<u>Contract Dates</u> 10/08/12 - 10/15/12		<u>Estimate #</u> 12226
<u>Advertiser</u> McCaskill/D/Senate		<u>Original Date / Revision</u> 10/12/12 / 10/12/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KMBC	<u>Account Executive</u> Jeff Kitzsteiner	<u>Sales Office</u> Kansas City
<u>Special Handling</u> Political Duplicate File Copy		
<u>Demographic</u> Adults 50+		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>	<u>Advertiser Ref</u>	

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
1	KMBC	10/08/12	10/12/12	First News at 5am	5-5:30am		:30			NM	5	\$1,500.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/08/12	10/14/12	11111--				5	\$300.00			
2	KMBC	10/08/12	10/15/12	First News at 5:30am	5:30-6am		:30			NM	5	\$2,000.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/08/12	10/14/12	1111---				4	\$400.00			
	Week:	10/15/12	10/21/12	1-----				1	\$400.00			
N 3	KMBC	10/08/12	10/15/12	First News at 6am	6-7am		:30			NM	5	\$3,150.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/08/12	10/14/12	11-11--				4	\$600.00			
	Week:	10/15/12	10/21/12	1-----				1	\$750.00			
N 4	KMBC	10/08/12	10/15/12	Good Morning America	7-9am		:30			NM	10	\$4,700.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/08/12	10/14/12	21212--				8	\$450.00			
	Week:	10/15/12	10/21/12	2-----				2	\$550.00			
5	KMBC	10/13/12	10/13/12	Sat News @ 5am	5-6am		:30			NM	1	\$50.00
		Class of Time - Immediately Pre-emptible without notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/08/12	10/14/12	-----S-				1	\$50.00			
6	KMBC	10/13/12	10/13/12	Sa 6-7a	6-7a		:30			NM	1	\$300.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/08/12	10/14/12	-----S-				1	\$300.00			
7	KMBC	10/13/12	10/13/12	News Wknd Sat	7-9am		:30			NM	1	\$300.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/08/12	10/14/12	-----S-				1	\$300.00			

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<u>Advertiser</u> McCaskill/D/Senate		<u>Original Date / Revision</u> 10/12/12 / 10/12/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
8	KMBC	10/14/12	10/14/12	Sun News @ 5am	5-6am		:30			NM	1	\$35.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	-----S				1	\$35.00			
9	KMBC	10/14/12	10/14/12	Su 6-7a	6-7a		:30			NM	1	\$300.00
Class of Time - Pre-emptible with notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	-----S				1	\$300.00			
10	KMBC	10/14/12	10/14/12	News Wknd Sun	7-9am		:30			NM	1	\$300.00
Class of Time - Pre-emptible with notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	-----S				1	\$300.00			
11	KMBC	10/09/12	10/09/12	Rachael Ray Show	9-10am		:30			NM	1	\$95.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	-1-----				1	\$95.00			
N 12	KMBC	10/10/12	10/15/12	Anderson Cooper	M-F 10-11a		:30			NM	2	\$165.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	--1----				1	\$75.00			
Week:		10/15/12	10/21/12	1-----				1	\$90.00			
13	KMBC	10/11/12	10/11/12	The View	11am-12pm		:30			NM	1	\$150.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	---1---				1	\$150.00			
14	KMBC	10/08/12	10/08/12	GENERAL HOSPITAL	2-3PM/1-2PM		:30			NM	1	\$225.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	1-----				1	\$225.00			
15	KMBC	10/15/12	10/15/12	KATIE COURIC	2-3PM		:30			NM	1	\$100.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	1-----				1	\$100.00			
16	KMBC	10/08/12	10/12/12	Dr. Phil	3-4pm		:30			NM	5	\$625.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	11111--				5	\$125.00			
N 17	KMBC	10/08/12	10/15/12	DR OZ	4PM-5PM		:30			NM	4	\$675.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	1111---				4	\$175.00			
		<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Type</u>		
		4	KMBC	10/08/12-10/14/12	DR OZ	4PM-5PM	MTuWTh----	:30	\$175.00	NM		
Credited												
CREDIT												
Week:		10/15/12	10/21/12	1-----				1	\$150.00			
N 18	KMBC	10/08/12	10/15/12	5pm News	5-530pm		:30			NM	5	\$3,650.00
Class of Time - Pre-emptible with notice												

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Contract / Revision	Alt Order #
926328 /	

Contract Dates	Product	Estimate #
10/08/12 - 10/15/12	OCT. 9 - OCT. 15, 2012	12226

Advertiser	Original Date / Revision
McCaskill/D/Senate	10/12/12 / 10/12/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/08/12 10/14/12 1-111-- 4 \$700.00 Week: 10/15/12 10/21/12 1----- 1 \$850.00												
N 19	KMBC	10/09/12	10/15/12	6pm News	6-630pm		:30			NM	5	\$4,250.00
Class of Time - Pre-emptible with notice												
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/08/12 10/14/12 -1111-- 4 \$825.00 Week: 10/15/12 10/21/12 1----- 1 \$950.00												
N 20	KMBC	10/08/12	10/15/12	630-7p	630-7pm		:30			NM	7	\$8,600.00
Class of Time - Pre-emptible with notice												
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/08/12 10/14/12 11112-- 6 \$1,200.00 Week: 10/15/12 10/21/12 1----- 1 \$1,400.00												
N 21	KMBC	10/15/12	10/15/12	DANCING WITH THE STARS	Prime Other		:30			NM	1	\$2,000.00
Class of Time - Immediately Pre-emptible without notice												
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/15/12 10/21/12 M----- 1 \$2,000.00												
N 22	KMBC	10/09/12	10/09/12	DANCING WITH STARS RE	7-8pm		:30			NM	1	\$2,500.00
Class of Time - Pre-emptible with notice												
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/08/12 10/14/12 -T----- 1 \$2,500.00												
23	KMBC	10/09/12	10/09/12	PRIVATE PRACTICE	9-10pm		:30			NM	1	\$3,000.00
Class of Time - Pre-emptible with notice												
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/08/12 10/14/12 -T----- 1 \$3,000.00												
24	KMBC	10/10/12	10/10/12	The Middle/Neighbors	7-8pm		:30			NM	1	\$2,500.00
Class of Time - Pre-emptible with notice												
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/08/12 10/14/12 --W---- 1 \$2,500.00												
25	KMBC	10/11/12	10/11/12	Scandal	9-10pm		:30			NM	0	\$0.00
Class of Time - Pre-emptible with notice												
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/08/12 10/14/12 ---T--- 1 \$3,300.00												
<u>Spot</u> <u>Ch</u> <u>Date Range</u> <u>Description</u> <u>Start/End Time</u> <u>Weekdays</u> <u>Length</u> <u>Rate</u> <u>Type</u> 1 KMBC 10/08/12-10/14/12 Scandal 9-10pm ----Th----- :30 \$3,300.00 NM See MG 26.2,26.3												
26	KMBC	10/12/12	10/12/12	SHARK TANK	7-8pm		:30			NM	2	\$2,800.00
Class of Time - Immediately Pre-emptible without notice												
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/08/12 10/14/12 ----F-- 1 \$750.00												
<u>Spot</u> <u>Ch</u> <u>Date Range</u> <u>Description</u> <u>Start/End Time</u> <u>Weekdays</u> <u>Length</u> <u>Rate</u> <u>Type</u> 1 KMBC 10/08/12-10/14/12 SHARK TANK 7-8pm -----F---- :30 \$750.00 NM See MG 26.2,26.3												
2 KMBC 10/11/12-10/11/12 Last Resort 7-8pm ----Th----- :30 \$1,000.00 NM Ⓜ MG for 25.1,26.1 M/G'S FOR 10/11/12 9-10PM { DUE TO VICE-PRESIDENTIAL DEBATE } & 10/12/12 7-8PM { DUE TO HRA }												
3 KMBC 10/12/12-10/12/12 SHARK TANK 7-8pm -----F---- :30 \$1,800.00 NM Ⓜ MG for 25.1,26.1 M/G'S FOR 10/11/12 9-10PM { DUE TO VICE-PRESIDENTIAL DEBATE } & 10/12/12 7-8PM { DUE TO HRA }												

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*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
27	KMBC	10/12/12	10/12/12	PRIMETIME	8-9pm		:30			NM	1	\$1,400.00
		Class of Time - Immediately Pre-emptible without notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	----F--				1	\$1,400.00			
28	KMBC	10/14/12	10/14/12	ONCE UPON A TIME	7-8pm		:30			NM	1	\$4,000.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	-----S				1	\$4,000.00			
29	KMBC	10/14/12	10/14/12	REVENGE	8-9pm		:30			NM	1	\$3,000.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	-----S				1	\$3,000.00			
N 30	KMBC	10/08/12	10/15/12	M-F/SU 10pm News	10-1035pm		:30			NM	4	\$6,000.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	11-11--				4	\$1,500.00			
Week:		10/15/12	10/21/12	-----				0	\$0.00			
31	KMBC	10/13/12	10/13/12	Late Airing Late News	1030-11PM		:30			NM	1	\$750.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	-----S-				1	\$750.00			
32	KMBC	10/14/12	10/14/12	SU 1030pm News	1030-11pm		:30			NM	1	\$900.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	-----S				1	\$900.00			
33	KMBC	10/10/12	10/12/12	M-F 1035-1105pm	1035-1105pm		:30			NM	2	\$900.00
		Class of Time - Immediately Pre-emptible without notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	--1-1--				2	\$450.00			
34	KMBC	10/08/12	10/11/12	M-F 1105p-1135p	1105p-1135p		:30			NM	2	\$400.00
		Class of Time - Immediately Pre-emptible without notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	1--1---				2	\$200.00			
N 35	KMBC	10/15/12	10/15/12	M-F 1135p-1205am	1135pm-1205am		:30			NM	1	\$75.00
		Class of Time - Immediately Pre-emptible without notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	1-----				1	\$75.00			
N 36	KMBC	10/15/12	10/15/12	M-F/SU 10pm News	10-1035pm		:30			NM	1	\$980.00
		Class of Time - Immediately Pre-emptible without notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	1-----				1	\$980.00			
Totals											84	\$62,375.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/15/12	84	\$62,375.00	\$53,018.75
Totals	84	\$62,375.00	\$53,018.75

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Signature: _____ **Date:** _____

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ORDER CHANGE

Candidate: McCaskill For Senate 2012

KMBC-TV Contract #: 926328

Agency Estimate #: 12226

Flight Dates: 10/8/12 - 10/15/12

[illegible]

Original Gross: \$62.665.00

Original Net: \$53,265.25

Revised Contract Cost: (gross) \$62,475.00

Revised: (net) \$53,103.75

Due Candidate: (gross) \$190.00

Due Candidate: (net) \$161.50

Due Station: (gross) _____

Due Station: (net) _____

HEARST television inc

RECEIVABLES CREDIT/DEBIT MEMO FORM

Note: Complete this form electronically and use the drop down menus when provided.

Today's Date:	October 18, 2012	
Station:	KMBC	Drop Down
Sales Region:	LOCAL	Drop Down
Agency:	Media Strategies & Research	
Advertiser:	McCaskill/D/US Senate	
Invoice #	926328	Net Invoice Amount
Invoice Date		Amount Paid
	Adjustment to Gross Billing	(\$190.00)
	Adjustment to Net Billing	(\$161.50)
AE Name:	Jeff Kitzsteiner	
SM Name:	Jeff Hoyt	
Reason for DEBIT/CREDIT:	POLITICAL RATE ADJUSTMENT	Drop Down
	(Field Required - must use drop down list)	

EXPLANATION (Please explain in detail):

LUR rate adjustments for lines 5, 17, & 33.

Revised invoice required?

REQUIRED APPROVALS:

Local AE	Local Sales Region	(Web & Mobile when applicable)
LSM	Local Sales Region	(Web & Mobile when applicable)
NSM	National Sales Region	(Web & Mobile when applicable)
DSM	Digital Sales Region	Web & Mobile optional/station's discretion
GSM	All debits/credits	except Retrans & Non Sales region
Regl Controller	All debits/credits	

Form with all required approvals emailed to Regional C&C Manager

Input to Wide Orbit on: _____ by _____